

# PSST CANADA

there when you need us

Portable Sanitation Solutions and Tips by Canadians for Canadians



## ***New Service Center — We're Heading West!***



**Ted Hoover**  
RAMA Western Representative  
(604) 861-4437

In an effort to better serve our customers in the western provinces, Rama Plastics will soon open a new service center in the Calgary, Alberta area. Ted Hoover, our recently appointed western representative, will be in charge of the facilities.

The 5,000-square-foot service center will enable Rama Plastics to respond quickly and efficiently to our customers by facilitating the supply of products to the whole of western Canada. This ability to turn orders around quickly was a key consideration in the expansion decision. Mr. Hoover will help to develop better and stronger relationships with our area customers.

Keep an eye on our Website [www.ramaplastics.ca](http://www.ramaplastics.ca) for updates on this new venture!

## ***Ordering New and Replacement Parts Now Easier***

If you have ever called Rama Plastics in search of a replacement part and were met with some confusion, we apologize. For years we have had our own parts-numbering system that served us well, but did not correspond to PolyJohn's numbering system. If you went to PolyJohn's Website and clicked on a Parts Listing tab, then contacted us requesting a particular part by its listed number, it did not correspond to anything in our system. With the recent upgrade of Rama Plastics' computer system, the confusion will be laid to rest.

Rama Plastics' updated parts-management strategy also includes using the same written description of parts that PolyJohn uses. While it may take some time for everyone to become comfortable with the new system, the end result will be improved customer service and less confusion.

***"We wanted to make things easier for our customers,"*** explained Jake Groen, General Manager.  
***"It took us a couple of months to switch everything over and verify the information... now it's a very streamlined system."***

# Avoid Winter Woes

When winter temperatures dip below the freezing mark, it is important to know how to keep your units safe and operational. Here are a few tips to help you avoid the winter woes.

## 1. Keep the wind out and the heat in.

Place the toilet unit behind a building or in some sort of sheltered area. If the site is exposed, situate the unit so that the doorway is not facing the prevailing winds. To prevent cold drafts from coming down the vent, use a stack cap. Screen inserts are also a good way to retain the heat in the unit, and straw or Styrofoam placed under the tank will help prevent freezing.

## 2. Put on a coat.

Rama Plastics offers the **Port A Kote** (see *website*) for use with the PJ3 unit. This wind-proof jacket has an R4 insulation value that will help to keep the unit warm and its contents pumpable.

## 3. Turn up the heat.

Mini heaters can help keep portable toilets warm; however, they do raise safety concerns. Electrical cords must be kept in good condition and mini heaters must be kept away from wet areas. Mini heaters also raise the issue of theft. Sell them to your customers rather than renting; therefore, if they are stolen, you will not be responsible for the loss.


## 4. Add some salt.

To protect the urinal, put rock salt on top of an irregular stone placed over the drain. The stone will prevent the rock salt from draining too quickly. A brine generator is also a useful tool; we provide instructions for making a generator capable of making asolution that is effective down to -20°F, on our website.

## 5. Think small.

In some cases our mini-tank (see *website*) downsized flushing toilet system may be the best way to get around the effects of cold weather. It is removable, cost efficient, convenient, and does not use fresh water, making it ideal for some situations.

Go to [www.ramaplastics.ca](http://www.ramaplastics.ca) for tips and information



And He said to them, "Follow Me and I will make you fishers of men."  
~ Matthew 4:19

# ED COOPER

August 25, 1939 ~ October 29, 2007

We will miss you, Ed.

*Your Family at Poly John*

## The RAMA Team:



**JAKE GROEN, general manager**, is married to Sheila and has three kids-Ricardo, Miranda and Gloryanne. Jake enjoys playing soccer and collects sports memorabilia. He loves family time and goes camping on family vacations every summer.



**SHANE SEARS, shop supervisor**, and his wife Krista have one son, Dre. Shane has taken charge of the plant and the new assembly building at Rama Plastics and is doing a very good job. He enjoys fishing, camping and creating projects on his time off.



**STEVE MCGINNIS, assistant shop supervisor**, is married to Tracie, with a son Cayden and a baby girl Breenah. Steve applies his expertise to the CNC machine and helps Shane in organizing the plant operations.



**DAVID DRURY, shipper/receiver**, is married to Bernetta with two sons, Nicholas and Alexander. Dave has a very busy job in the summer months keeping the shipments coming and going on schedule. Dave enjoys baseball, fishing and family time.



**LEVADA THURLBECK, customer account representative**, is married to her hard working husband Doug with two daughters, Candace and Rita, both with new husbands Adam and John in 2007. Levada and Doug have just opened a Bed & Breakfast in their beautiful Victorian Manor in Atherley.



**IRENE BUTTERWORTH, office manager**, has a loving husband Barry, two daughters Sharon and Janette and six beautiful grandchildren. In her relaxation time, Irene loves to read and visit with her family.

# Leasing a Great Alternative

By Brad Dewar, Senior Account Manager Irwin Commercial Finance

Whether you are a well-established rental company or just starting out, lease financing — an alternative to traditional bank loans or cash payments— is a great way to obtain your portable toilets. Leasing will allow you to build your rental fleet quickly, and since the reality is that the value of your fleet comes from using your units rather than owning them, this means more value to you.

For more than 10 years, Irwin Commercial Finance has been providing financing to Rama Plastics' customers. Irwin Commercial Finance offers a convenient and consultative approach, and encourages operators to explore the benefits and advantages of leasing. Some of these include:

## Immediate Return on Investment

Let's say you pay \$50,000 cash for your toilets; it may take several years before these units generate enough profit to cover that initial investment. Instead of paying \$50,000 up front, consider a 60-month lease. At only \$1,000 per month, your toilets should earn monthly profits in excess of the monthly payment. The return on your investment is immediate!

## Maximize Purchasing Power

Get what you need, not just what you can afford. Because monthly payments are only a fraction of the unit cost, leasing allows you to stock more units than you can afford to purchase. This can greatly benefit you with last minute orders and urgent requests.

## Improved Cash Flow

Leasing allows you to conserve your cash and operating lines of credit to purchase assets that appreciate. Additionally, if your business slows in winter, our seasonal payment structures can match your cash flow; we might be able to arrange a lease with no payments during the winter months.

## Flexibility and Speed

As your business grows and your needs change, leasing can allow you to respond quickly to new opportunities. Typically, we approve lease applications the same day. And you can always upgrade or add to your existing leases if the need arises.

## 100% Financing

Most leases do not require down payments and typically have a low end-of-term buyout option, allowing you to finance the entire order. You can even include assembly, freight and possibly some consumables in your lease.

## Fixed-Rate Financing

Irwin Commercial Finance leases are set at a fixed rate for the entire term. This protects against potential future rate increases and helps you manage expenses by giving you a predictable monthly payment.



**The Irwin Commercial Finance Team**  
**1-877-340-1881**

*From left to right  
David Brydson, Kate Hinkson, Brad Dewar  
and Robert Buckingham*

## Tax Deductions

Leases are considered a tax-deductible overhead expense, not a purchase. You may be able to deduct the lease payments from your corporate income. This results in a larger tax write-off than owning the units and waiting for them to depreciate.

## Tax Deferrals

Bank loans may require provincial sales tax and goods and services tax to be paid up front, or added to the financed amount on which interest is calculated. However, leases collect sales tax with the monthly payment, thus deferring the tax payments over the term of the lease.

## Utility Value Concept

Your greatest value is in using your units, rather than owning them. They can pay for themselves as they work. The idea is to use the units now and pay for them with future earnings.

There are many benefits to lease financing; consider it as an option for your business. Irwin Commercial Finance has a dedicated team of lease professionals offering free consultations regarding your leasing options. Please contact them for more information.

## Irwin Commercial Finance

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# FRIENDS OF RAMA

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Contact us today to get your company listed in one of our upcoming issues.

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## Other Ways to Collect Customer Feedback

Add a comments section on your bill.

Arm your service drivers with feedback forms and self-addressed, postage-paid envelopes that can be dropped off during every customer visit.

Make follow-up calls to those who received a survey but did not respond.

Provide a toll-free number on the door sticker on your units. The number should go to a voice mailbox, and calls should get immediate responses.

# When Silence is not Golden

We all know that some customers complain about everything, while others go along with barely a peep. It is these “peepers” who can shed some real insight on what you are doing right and what you are doing wrong. But, if they are not talking, how can you listen?

A customer feedback system is your best way to find out what your customers really think and what they really want. It should be an ongoing activity, designed to get responses at many contact points — billing, service, management, and sales.

## Surveys

A well-thought-out, brief customer survey can yield vast amounts of helpful feedback. This should include more than just 10 to 12 questions strung together; you need to consider the way the questions are posed and the way they will be answered. Instead of asking, “How satisfied are you with our service?” try “What could we do to improve our service?” This type of question will more likely elicit truthful, helpful responses.

Billing statements are a good way to get the survey into the hands of small operators. However, if sending to a larger company (where someone other than the actual customer pays the bills), you should mail the survey directly to the customer. Include a self-addressed return envelope. To increase the response rate, consider sending the survey with a small gift and a note thanking your customers in advance for their participation. And it is always a good idea to send the survey with a cover letter, explaining your objectives, and setting a one- or two-week deadline for its return.

A blind survey — one that does not identify the customer when it is returned — will provide the most honest responses. However, you may lose the opportunity to respond directly to a negative survey. Solve this problem by including a small numeric code on the survey that can be used to reference individuals.

## Focus Groups

A focus group involves inviting several customers to meet with you at the same time. A good way to do this is to host a lunch where the customers can relax and speak freely. Make sure you ask your customers specific questions, and explain that you are looking for ways to improve your service. The best customers to invite are those who know your service, but have not been around for so long that they are staying with you more out of habit than conviction.

## Lost Customers

It is always important to follow-up with customers you have lost. Call them soon after they have defected, and be diplomatic. Let them know you are sorry they left, and that you are not trying to win them back, but you are hoping to learn what dissatisfied them to help prevent others from leaving. Do not delegate this job to a salesperson. It means much more coming from the president of a company.

Silence is definitely not golden when it comes to customer feedback. Implementing a good customer feedback system lets you hear what your customers have to say about your business, and allows you to deliver the type of service that will keep them on your side for years to come.

